

MEMORANDUM PROPOSAL FORMAT

A political jurisdiction desiring assistance under the National Highway Safety Act in funding a highway safety project, should submit a memorandum proposal to the Office of Traffic Safety. The proposal may be for assistance in eliminating program deficiencies, expansion of an ongoing activity, or development of a new program.

Please submit the memorandum proposal on your letterhead and follow the format shown below.

1. Statement of the Problem

Identify the traffic safety related problem or deficiency that the proposed project is intended to correct. Points or questions to be addressed in the problem statement are:

- a. What is the traffic safety related problem or deficiency and how was it identified?
- b. What factors contribute to and/or are affected by the identified problem?
- c. Provide pertinent statistical data that help identify the problem. When available, three years of data should be presented and analyzed. The following are examples of data categories that you may include, but are not limited to, in your application:
 - C Level of Traffic Safety Education in the Schools
 - C Fatal and/or Injury Collisions
 - C Number of DUI or DUI/Drivers License Checkpoints
 - C Victims Counts by Category
 - C Enforcement Index (Total Hazardous Citations ÷ Fatal & Injury Collisions)
 - C Hazardous Citations (include seat belt and child restraints)
 - C DUI Arrests
 - C DUI and Alcohol Involved Collisions
 - C Blood Alcohol Concentration
 - C Population Trends
 - C Roadway Mileage Changes
 - C Emergency Vehicle Response Time
 - C High Collision Locations
 - C Safety Belt Usage Rate
 - C Child Safety Seat Usage and Misuse Rate
 - C Daytime vs. Nighttime Collisions
 - C Primary Collision Factor Data
 - C Nighttime Hit and Run Collisions
 - C Victim and Arrestee Profiles
- d. Present the problem so it has a logical connection to the project goals and objectives and the proposed solution.

2. Performance Measures

Project Goal(s) - State the goal(s) of the project. Goals serve as the foundation upon which the project is built. Goal(s) are what you hope to accomplish by implementing a traffic safety grant (examples are: to increase seat belt and child safety seat compliance; to increase bicycle helmet compliance; to decrease fatal and injury collisions; to reduce alcohol related collisions; and to reduce pedestrian fatalities and injuries).

Project Objectives - State the objectives of the project. Objectives are tasks or activities undertaken during the project period to make the goal(s) a reality. Objectives should be designed to move you closer to achieving the overall goal(s) (examples are: to increase educational traffic safety presentations; to conduct DUI/Driver's License checkpoints; to conduct bicycle rodeos; and to develop a child passenger safety educational program).

Project goal(s) and objectives should be described in terms of measurements to be reached in expanding or modifying present activities or creating new programs to reduce traffic collisions.

Goal(s) and objectives should be:

- a. Stated in measurable terms
- b. Concise and deal with a specific item
- c. Realistic with a reasonable probability of achievement
- d. Related to a specific time frame

3. Proposed Solution

Explain how you propose to solve the problem. Give a description of the work to be done and method of doing the work. This description should be in such detail that the merits of the project can be evaluated.

4. Time Required

Estimate the total time that will be needed to complete the project.

5. Cost Estimate

Estimate the total cost of the project, along with a year by year cost estimate for those projects exceeding a one-year life. Items eligible for funding include personnel costs, travel expenses, contractual services, and other direct program related expenses and federally approved indirect costs.

This budget should be your best estimate of the funds necessary to accomplish the objectives of your project proposal. Refer to Funding Criteria form OTS-67, for guidance.

Sample Budget

Below is an example of the type of budget to submit for a two-year program.

ITEM	YEAR 1	YEAR 2	TOTAL
1. Personnel			
Officer	XXXX.00	XXX.00	XXXXXX.00
Analyst	XXXX.00	XXX.00	XXXXXX.00
2. Travel	XX.00	X.00	XXX.00
3. Contracts			
Public Awareness	XXXX.00	XXX.00	XXXXXX.00
4. Property			
Radar	XXX.00	0.00	XXX.00
5. Other Direct			
Printing	XX.00	XX.00	XXX.00
Materials	XXX.00	XX.00	XXXX.00
6. Indirect Costs	XX.00	XX.00	XXX.00
TOTAL	XXXXXXX.00	XXX.00	XXXXXX.00